

Order / Rev: 698497
 Alt Order #: 06224573
 Flight Dates: 09/11/12 - 09/15/15

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 974

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/11/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$525.00	P-5	0.00	NM	8	\$4,200.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	8		\$525.00		0.00						
E 4	WKYC	09/11/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$1,400.00	P-5	0.00	NM	4	\$5,600.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	4		\$1,400.00		0.00						
E 5	WKYC	09/11/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$850.00	P-5	0.00	NM	3	\$2,550.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	4		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
3	NKYC	09/10/12-09/16/12	M-F 730-8p		730-8p		- TWThF - - - -	:30	(\$850.00)		0.00	NM			
See MG 21.2,21.3,21.4 [na d/t Cleveland Indians game]															
E 6	WKYC	09/11/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	8	\$575.00	P-5	0.00	NM	8	\$4,600.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	8		\$575.00		0.00						
E 7	WKYC	09/11/12	09/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF - S -	:30	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - S -	5		\$1,800.00		0.00						
E 8	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	2	\$550.00	P-5	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - S -	2		\$550.00		0.00						
E 9	WKYC	09/15/12	09/16/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	- - - - - SS	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - SS	2		\$600.00		0.00						
E 10	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	2	\$650.00	P-5	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - S	2		\$650.00		0.00						
E 11	WKYC	09/17/12	09/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M - - - - -	:30	2	\$700.00	P-5	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M - - - - -	2		\$700.00		0.00						
E 12	WKYC	09/17/12	09/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	M - - - - -	:30	2	\$525.00	P-5	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M - - - - -	2		\$525.00		0.00						
E 13	WKYC	09/17/12	09/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M - - - - -	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M - - - - -	1		\$1,400.00		0.00						
E 14	WKYC	09/17/12	09/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M - - - - -	:30	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M - - - - -	1		\$2,400.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKYC	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$575.00	P-5	0.00	NM	2	\$1,150.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$575.00		0.00						
E 16	WKYC	09/11/12	09/11/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-T-----	2		\$350.00		0.00						
E 17	WKYC	09/12/12	09/13/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WT---	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WT---	2		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	NKYC	09/10/12-09/16/12		M-F 9-10a Today II	9a-10a		--WTh----	:30	(\$350.00)		0.00	NM			
See MG 17.3 [nbc new cut-in - jh]															
3	NKYC	09/15/12-09/15/12		Sat 9-1030a	9a-1030a		-----Sa--	:30	\$350.00		0.00	NM			
Ⓜ MG for 17.1 09/12															
E 18	WKYC	09/14/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	2		\$350.00		0.00						
E 19	WKYC	09/11/12	09/14/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-TWTF--	:30	4	\$2,400.00	P-5	0.00	NM	4	\$9,600.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-TWTF--	4		\$2,400.00		0.00						
E 20	WKYC	09/11/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-TWTF--	:30	4	\$950.00	P-5	0.00	NM	3	\$2,850.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-TWTF--	4		\$950.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
4	NKYC	09/10/12-09/16/12		M-F 7-730p	7-730p		-TWThF----	:30	(\$950.00)		0.00	NM			
See MG 21.2,21.3,21.4 [na d/t Cleveland Indians game]															
E 21	WKYC	09/13/12	09/13/12	Thu Prime C Thu Prime C	CM	10-11p	---T---	:30	1	\$2,200.00	P-3	0.00	NM	3	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	---T---	1		\$2,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	NKYC	09/10/12-09/16/12		Thu Prime C	10-11p		---Th----	:30	(\$2,200.00)		0.00	NM			
See MG 21.2,21.3,21.4															
2	NKYC	09/15/12-09/15/12		Nightly News	M-Su 6:28p-7p		-----Sa--	:30	\$2,400.00		0.00	NM			
Ⓜ MG for 5.3,20.4,21.1															
3	NKYC	09/15/12-09/15/12		Sat 7-8p	7-8p		-----Sa--	:30	\$800.00		0.00	NM			
Ⓜ MG for 5.3,20.4,21.1															
4	NKYC	09/15/12-09/15/12		Sat 7-8p	7-8p		-----Sa--	:30	\$800.00		0.00	NM			
Ⓜ MG for 5.3,20.4,21.1															
E 22	WKYC	09/15/12	09/16/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----SS	2		\$600.00		0.00						
E 23	WKYC	09/16/12	09/16/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$300.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	WKYC	09/16/12	09/16/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S 1 \$300.00 0.00 </div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 09/10/12-09/16/12 Su 12-1230p 12-1230p /Su -----Su :30 (\$300.00) 0.00 NM See MG 23.2 [Prgm Change] </div> <div> 2 WKYC 09/14/12-09/14/12 M-F 5-6a 5a-6a -----F----- :30 \$300.00 0.00 NM MG for 23.1 09/16 </div> </div>															
E 24	WKYC	09/16/12	09/16/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S 1 \$4,000.00 0.00 </div> </div>															
E 25	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 2 \$600.00 0.00 </div> </div>															
E 26	WKYC	09/17/12	09/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 2 \$350.00 0.00 </div> </div>															
E 27	WKYC	09/17/12	09/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$950.00 0.00 </div> </div>															
E 28	WKYC	09/17/12	09/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$850.00	P-5	0.00	NM	1	\$850.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$850.00 0.00 </div> </div>															
E 29	WKYC	09/17/12	09/17/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$1,800.00 0.00 </div> </div>															
													Totals	81	\$74,100.00